ZETA PHI BETA SORORITY, INC.

72nd EASTERN REGIONAL LEADERSHIP CONFERENCE

March 23-26, 2017
Embassy Suites Charlotte-Concord Golf Resort & Spa
Concord, North Carolina

“Building On The Principles of Zeta
While Blazing New Paths”

Conference Highlights

Mary B. Wright
International Grand Basileus
T. Diane Surgeon, Esq.
Eastern Regional Director

Founder Pearl Anna Neal
<table>
<thead>
<tr>
<th>Event</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Eastern Regional Hall of Fame</strong></td>
<td>Five deserving sorors will be honored and inducted into the Eastern Region Hall of Fame for their commitment and service to our sorority and the community.</td>
</tr>
<tr>
<td><strong>Zeta Doves, Zeta Pearls, Zeta Roses, Zeta Lights and Zeta Love</strong></td>
<td>Calling all Zetas celebrating 10 years, 15 years, 25 years, 30 years, 40 years and 50 years of service! If you became a member in 2007, 2002, 1992, 1987, 1977 and 1967, we want to honor you at the Opening Program! Please complete the form in this packet.</td>
</tr>
<tr>
<td><strong>Lip Sync Battle: Blue &amp; White Edition</strong></td>
<td>Based on the popular television show, Lip Sync Battle, chapters will have a chance to show their creativity by performing a song for a chance at a prize. Not sure where to start? Check out this link to see what all the fuss is about. Select your song, get your costumes, put on a show and you just might win!</td>
</tr>
<tr>
<td><strong>Eastern Region Z-HOPE Awards Gala</strong></td>
<td>Chapter Growth &amp; Development Coordinators, Stellar Performers, Amicae and Youth will be on full display throughout the conference and honored/recognized at the Gala. You won’t want to miss all of the magic of the evening as we pause to recognize service excellence.</td>
</tr>
<tr>
<td><strong>Game Night</strong></td>
<td>Change out of your gala attire and get comfortable in your favorite Zeta gear to enjoy an after party with games, fellowship, music and much more. Have a favorite game? Bring it! Come and kick back and enjoy the last official conference event!</td>
</tr>
</tbody>
</table>

“Building on the Principles of Zeta While Blazing New Paths”

Mary B. Wright  
International Grand Basileus

T. Diane Surgeon, Esq.  
Eastern Regional Director
### Conference Highlights (continued)

<table>
<thead>
<tr>
<th>Night of the Performing Arts</th>
<th>Majestic Blue Voices</th>
<th>Undergraduate Summit</th>
<th>Workshops &amp; Certifications</th>
<th>Youth Conference and Activities</th>
</tr>
</thead>
<tbody>
<tr>
<td>You are cordially invited to enjoy live entertainment. Our attire for the “Night of the Performing Arts” will be captivating denim and pearls with a blue hat or headpiece!</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Interested in carrying a tune or do you just enjoy hearing beautiful music? Hear the voices of our Majestic Blue Voices Choir during the conference. Both Sorors and Amicae make up this beautiful ensemble. For more information on joining the Majestic Blue Voices, contact Soror Carolyn Glover at <a href="mailto:msgloverschurch@hotmail.com">msgloverschurch@hotmail.com</a>.</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Our conference has something special planned for our Undergraduate attendees to get you off to a great start in preparing for the next stage after college. Topics will include career readiness, interview skills, professional presence, communication, etc. Don’t miss out on this very important seminar designed for you!</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Required certifications for advisors, sponsors, Risk Management and CPR will be offered at the conference. Some certifications are offered at an additional cost outside of conference registration. A host of valuable workshops will also be a part of the conference to help you learn and grow. Refer to the Schedule-At-A-Glance for a listing of workshops offered.</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Special, engaging and challenging age appropriate topics will be offered to each of our three Youth Affiliates. We will also offer some fun outings so be sure to register your youth affiliates today! *Advisors will be needed to help assist with programming.</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
## Conference Attire

<table>
<thead>
<tr>
<th>Event</th>
<th>Attire</th>
</tr>
</thead>
<tbody>
<tr>
<td>Opening Program / Grand’s Reception</td>
<td>Indigo and Ice Soiree/All White</td>
</tr>
<tr>
<td></td>
<td>Upscale</td>
</tr>
<tr>
<td>Zeta &amp; Amicae Business Meetings</td>
<td>Business Attire</td>
</tr>
<tr>
<td>Rededication/Necrology/ Zeta Legacy Induction</td>
<td>Uninterrupted White</td>
</tr>
<tr>
<td></td>
<td>(includes hosiery &amp; shoes)</td>
</tr>
<tr>
<td>Workshops &amp; Seminars</td>
<td>Business Attire</td>
</tr>
<tr>
<td>Luncheons</td>
<td>Business Attire</td>
</tr>
<tr>
<td>Night of the Performing/ Blue Hat Society Revue</td>
<td>Blue Hats, Denim and Pearls</td>
</tr>
<tr>
<td>Z-HOPE™ Community Service Awards Gala</td>
<td>After 7 Attire/Long Royal Blue/Light</td>
</tr>
<tr>
<td></td>
<td>Blue Gowns, Sapphires &amp; Diamonds</td>
</tr>
<tr>
<td>Lip Sync Battle &amp; Game Night</td>
<td>Zeta Paraphernalia</td>
</tr>
</tbody>
</table>
**Souvenir Journal Information**

Graduate, Undergraduate Chapters and Auxiliaries are asked to purchase an ad in the Souvenir Journal in support of the 72nd Eastern Regional Conference. Please complete and submit this form along with your camera-ready ad to the address or email below.

**Chapter/Company**

<table>
<thead>
<tr>
<th>Address</th>
<th>State</th>
<th>Zip Code</th>
</tr>
</thead>
<tbody>
<tr>
<td>Contact Person</td>
<td>Title</td>
<td></td>
</tr>
<tr>
<td>Telephone Number</td>
<td>Email</td>
<td></td>
</tr>
</tbody>
</table>

Please select the ad(s) size you would like to purchase

- □ Full Page $150.00
- □ Inside Front Cover $250.00 (only one)
- □ Half Page $95.00
- □ Inside Back Cover $250.00 (only one)
- □ Quarter Page $65.00
- □ Outside Back Cover $350.00 (only one)
- □ Business Card $40.00

Patron - $20 Per Name (Patron List) – List Name(s)

**Total Enclosed: $____________**

All ads and payment must be received no later than **February 5, 2017**. Please make your money order, cashiers or certified check payable to Zeta Phi Beta Sorority, Inc. /Eastern Region, and mail this form with payment to ToWanda Samuel, Regional Tamias-Grammateus, P. O. Box 1153, Newport News, VA 23601.

Email this form and your ad to: Joi Brown [zphibregionalsadbook@gmail.com](mailto:zphibregionalsadbook@gmail.com)
Officer Nomination Form

Offices for election at the 2017 conference are: Chair of the Executive Board, Grammateus, Tamias, Undergraduate Representative to the National Undergraduate Council, and Regional Representative to the National Nominating Committee. Consult the Regional By-laws for office qualifications.

<table>
<thead>
<tr>
<th>Name</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Address</td>
<td></td>
</tr>
<tr>
<td>Office Sought</td>
<td></td>
</tr>
<tr>
<td>Chapter Name</td>
<td></td>
</tr>
<tr>
<td>Chapter Address</td>
<td></td>
</tr>
<tr>
<td>Regional Conferences Attended</td>
<td></td>
</tr>
<tr>
<td>Office(s) Held in the Sorority</td>
<td></td>
</tr>
<tr>
<td>Professional Affiliations &amp; Occupation</td>
<td></td>
</tr>
<tr>
<td>Community Service/Special Interests and Hobbies</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Chapter Basileus’ Signature</th>
<th>Date</th>
</tr>
</thead>
<tbody>
<tr>
<td>(I certify that the above named Soror has met the criteria for the office she seeks.)</td>
<td></td>
</tr>
</tbody>
</table>

Nomination Forms are due by: February 10, 2017

Submit to Dr. Vera Palmer
Regional Nominations Coordinator
5104 Six Point Trail
Raleigh, NC 27616
pverajp@aol.com
Lip Sync Battle

LIP SYNC BATTLE

Are you ready for something new? Register your chapter today for our Zeta version of Lip Sync Battle!

$15 general public

Blue & White Edition

“Building on the Principles of Zeta While Blazing New Paths”

Mary B. Wright
International Grand Basileus

T. Diane Surgeon, Esq.
Eastern Regional Director
Are you ready for something new? Register your chapter today for our Zeta version of Lip Sync Battle!

**Contest Rules**

1. There will be four non-Zeta acts and eight Zeta chapter acts. Teams will be accepted on first come, first serve basis. Contest registration forms must be completed and submitted to be allowed to participate.
2. All forms must be submitted electronically to psimuzetachapterclt@gmail.com.
3. Each act is responsible for their own props.
4. All contestants must be on time. Teams may not exceed 8 participants and 1 assistant.
5. All songs and performances must be in good taste. Appropriate attire must be worn during the entire performance.
6. A copy of the registration form and music CD or device must be turned in to the event coordinator at the start of the event.
7. There is a strict 5-minute stage limit for all performances.
8. Performances will be judged on the following categories:

<table>
<thead>
<tr>
<th>Category</th>
<th>Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>Originality &amp; Creativity</td>
<td>10</td>
</tr>
<tr>
<td>Appearance (costume, props, stage presence)</td>
<td>10</td>
</tr>
<tr>
<td>Best use of Theme</td>
<td>10</td>
</tr>
<tr>
<td>Lip Sync Ability</td>
<td>10</td>
</tr>
<tr>
<td>Crowd reaction</td>
<td>10</td>
</tr>
<tr>
<td><strong>Total Possible Points</strong></td>
<td><strong>50</strong></td>
</tr>
</tbody>
</table>

9. Prizes will be awarded to both Zeta and non-Zeta teams.
# Team Registration Form

**Team Name:**

**Zeta Chapter?** (circle one) Yes No If yes, chapter name:

**Song Selection:**

**Team Captain Name:**

**Contact Email:**

**Team Members** (All members of Zeta Chapters participating must be registered attendees for the 72nd Eastern Regional Conference.)

1. 
2. 
3. 
4. 
5. 
6. 
7. 
8. 

**Assistant:**

**Entry Fee:** $25 by certified check or money order made payable to Zeta Phi Beta Sorority, Inc. – Eastern Region should be sent to: Towanda Samuel PO Box 1153 Newport News, VA 23601

Note: Please note on your payment that it is the entry fee for the Lip Sync Battle and include a copy of this application.

**Team Captain Signature:**
Sister-Friend Boutique

Thank you for supporting healthier babies!

Sister-Friend Boutique
Benefiting March of Dimes

Chapters and Amicae Auxiliaries are asked to donate 5 new or like new Zeta or Amicae items to be sold in the Sister-Friend Boutique at the 72nd Eastern Regional Conference. See official announcement in email for drop-off information and additional details. All proceeds from the sale of boutique items will be donated to the March for Babies on behalf of the Electrifying Eastern Region.

Donate (5) new or like new items and earn (25) Z-HOPE points!

“Building on the Principles of Zeta While Blazing New Paths”

Mary B. Wright
International Grand Basileus

T. Diane Surgeon, Esq.
Eastern Regional Director
# Sister-Friend Boutique
## Donation Form

**Chapter/Auxiliary Name**

**City, State**

**Chapter/Auxiliary Representative**

**Z-Hope Chapter/Auxiliary Email**

<table>
<thead>
<tr>
<th>Description</th>
<th>Suggested Sale Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Item #1</td>
<td></td>
</tr>
<tr>
<td>Item #2</td>
<td></td>
</tr>
<tr>
<td>Item #3</td>
<td></td>
</tr>
<tr>
<td>Item #4</td>
<td></td>
</tr>
<tr>
<td>Item #5</td>
<td></td>
</tr>
</tbody>
</table>

---

**Sister-Friend Boutique**

**Donation Verification**

This stub verifies that the Chapter Location has donated (5) items to the Sister-Friend Boutique to benefit the Eastern Regional March for Babies Fundraiser and has therefore earned **25 Z-HOPE Points**.

**Signature Verification**

Date

---

“Building on the Principles of Zeta While Blazing New Paths”

Mary B. Wright  
International Grand Basileus

T. Diane Surgeon, Esq.  
Eastern Regional Director
Eastern Region Challenge
The Eastern Region is proud to issue a Zetas Have Heart Challenge. This challenge is all about promoting a healthy lifestyle, changing our behavior towards exercise and realizing that our food choices can lengthen our lives and aid in a better quality of life. This program consists of different challenges for Sorors to get active and make better choices to prolong our lives. The challenge begins on Sunday, January 8 and will end on Saturday, March 18th!

Sign-Up Links
- Chapter Captains
  https://goo.gl/forms/M76GPRAP4FvlLC0f2
- Challenge Entry & Starting Weight Submission
  https://goo.gl/forms/oYYlBN8RZ9Dtrt4D2
- Soror Weekly Points Submission
  https://goo.gl/forms/iD2Uif37PUzEKkpE3
- Soror Ending Weight Submission
  https://goo.gl/forms/LM5z40TWF61M3vt22

Deadline for Chapter Captain, Soror Sign-up and Starting Weight Submission is Monday, January 9, 2017.

Live each day, as if it were your last day.
- Founder Pearl Anna Neal

“Building on the Principles of Zeta While Blazing New Paths”
Mary B. Wright
International Grand Basileus

T. Diane Surgeon, Esq.
Eastern Regional Director
72ND EASTERN REGIONAL LEADERSHIP CONFERENCE

We Are 1734 T-shirt Sale!

“WE ARE 1734”
T-SHIRTS
$25 – SIZES SM.-XL. *
$27 – SIZES 2X-3X *

T-shirts must be purchased using the link below.
All orders must be placed by February 18, 2017.
T-shirts will be available for pickup at the
Eastern Regional Leadership Conference,

Click Here to Order.
*Additional service fee of 9.5% applies

https://www.memberplanet.com/s/zetaphibeta-easternregion/1734shirts

“WE ARE 1734”
AMICAE T-SHIRTS
$25 – SIZES SM.-XL. *
$27 – SIZES 2X-3X *

T-shirts must be purchased using the link below.
All orders must be placed by February 18, 2017.
T-shirts will be available for pickup at the
Eastern Regional Leadership Conference,

Click Here to Order.
*Additional service fee of 9.5% applies

https://www.memberplanet.com/s/zetaphibeta-easternregion/amicae1734shirts

“Building on the Principles of Zeta While Blazing New Paths”

Mary B. Wright  
International Grand Basileus

T. Diane Surgeon, Esq.  
Eastern Regional Director
**Founder Pearl Anna Neal Scavenger Hunt**

Do You **Really** Know Founder Pearl Anna Neal . . .
Find wonderful facts and sayings attributed to Founder Neal.
Write an original work inspired by her beautiful spirit
  * Poem
  * Song
  * Spoken Word
  * Pencil Drawing
  * Painting
  * Adult Coloring
  * Ceramic Rendering
  * Other Creative Expressions
Make and Perform a special "Founder Pearl Anna Neal Stroll"